

Rep Order# 9808841 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 53519

Printed: 09/12/2012 12:56 PM  
Last Received: 09/12/2012 11:39 AM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DSCC IE  
Estimate# 1703  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1703  
Flight Dates 08/29/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MKGD LINES 17-18 ON CURRENT SKED  
PLS CNF

was 43,350  
- 3700 - removed  
39,650 55103  
9814640

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*17	W-F,M	5P-530P	12 LOCAL NEWS	:30	\$1,800.00	09/05-09/10	0	0	0	\$0.00	
		Sales Remark: V7 1X NA										
		V7 Comment Changed, Spots/week Changed										
	*18	W-F,M	530P-6P	12 LOCAL NEWS	:30	\$1,900.00	09/05-09/10	0	0	0	\$0.00	
		Sales Remark: V7 1X NA										
		V7 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$39,650.00  
Sales Totals: 35 / \$39,650.00  
Station Totals: 35 / \$39,650.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$116,996	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 27%
		WKRC 33%	WLWT 24%	WSTR 2%	WXIX 9%	

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Books null  
Demos RA35+

Rep Order# 9808841 Ver# 6 Status Returned  
EC'd Yes

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Printed: 09/11/2012 1:42 PM  
Last Received: 09/05/2012 3:51 PM  
Showing Buylines: All Lines

1 of 4

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--- REMARKS ---

pls see lines 17 & 18  
t/r  
lynda/jim

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	W-F,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$150.00	09/05-09/10	1	1	1	\$150.00	
	2	W-F,M	530A-6A	GOOD MORNING CINCY	:30	\$1,000.00	09/05-09/10	1	1	1	\$1,000.00	
	3	W-F,M	6A-630A	GOOD MORNING CINCY	:30	\$1,100.00	09/05-09/10	1	1	1	\$1,100.00	
	4	W-F,M	630A-7A	GOOD MORNING CINCY	:30	\$1,100.00	09/05-09/10	1	1	1	\$1,100.00	
	5	W-F,M	7A-730A	THE EARLY SHOW	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	6	W-F,M	730A-8A	THE EARLY SHOW	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	7	W-F,M	8A-830A	THE EARLY SHOW	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	8	W-F,M	830A-9A	THE EARLY SHOW	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	9	SA	730A-8A	12 NEWS SATURDAY	:30	\$650.00	09/08-09/08	1	1	1	\$650.00	
	10	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$1,600.00	09/09-09/09	1	1	1	\$1,600.00	

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Showing Buylines: All Lines

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	11	W-F,M	10A-11A	ANDERSON	:30	\$550.00	09/05-09/10	2	1	2	\$1,100.00	
	12	W-F,M	12P-1230P	12 NEWS AT NOON	:30	\$1,800.00	09/05-09/10	2	1	2	\$3,600.00	
	13	W-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$950.00	09/05-09/10	1	1	1	\$950.00	
	14	W-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$700.00	09/05-09/10	2	1	2	\$1,400.00	
	15	W-F,M	4P-430P	12 NEWS FIRST	:30	\$1,600.00	09/05-09/10	1	1	1	\$1,600.00	
	16	W-F,M	430P-5P	12 NEWS FIRST	:30	\$1,600.00	09/05-09/10	0	0	0	\$0.00	
	*17	W-F,M	5P-530P	12 LOCAL NEWS	:30	\$1,800.00	09/05-09/10	1	1	1	\$1,800.00	
		Station Remark: V6 1x dna 9/10 no news tennis ran mg stp w/o 9/10 ncir										
	*18	W-F,M	530P-6P	12 LOCAL NEWS	:30	\$1,900.00	09/05-09/10	1	1	1	\$1,900.00	
		Station Remark: V6 1x dna 9/10 no news tennis ran mg stp w/o 9/10 ncir										
	19	W-F,M	6P-630P	12 NEWS AT 6P	:30	\$2,000.00	09/05-09/10	1	1	1	\$2,000.00	
	20	SA	6P-630P	12 NEWS	:30	\$850.00	09/08-09/08	1	1	1	\$850.00	
	21	SU	630P-7P	LOCAL 12 NEWS	:30	\$1,000.00	09/09-09/09	0	0	0	\$0.00	
	22	W-F,M	7P-730P	INSIDE EDITION	:30	\$1,600.00	09/05-09/10	1	1	1	\$1,600.00	
	23	W-F,M	727P-8P	ENT. TONITE	:30	\$1,600.00	09/05-09/10	0	0	0	\$0.00	
	24	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$800.00	09/08-09/08	1	1	1	\$800.00	
	25	W-F,M	11P-1135P	12 NEWS AT 11P	:30	\$2,200.00	09/05-09/10	2	1	2	\$4,400.00	
	26	SA	11P-1135P	12 NEWS @ 11P	:30	\$2,200.00	09/08-09/08	1	1	1	\$2,200.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	27	SA	1135P-1205A	TWO & A HALF MEN	:30	\$750.00	09/08-09/08	1	1	1	\$750.00	
	28	SA	1205A-105A	CRIMINAL MINDS	:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
	29	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$750.00	09/09-09/09	1	1	1	\$750.00	
	30	TH-F	7A-8A	NEWS	:30	\$950.00	09/06-09/07	1	1	1	\$950.00	
	31	SU	12P-1P	NFL TODAY	:30	\$1,600.00	09/09-09/09	1	1	1	\$1,600.00	
	32	M	10P-11P	BENGALS POST	:30	\$1,000.00	09/10-09/10	3	1	3	\$3,000.00	
	33	TH-F	7P-8P	INSIDE/ET	:30	\$1,600.00	09/06-09/07	1	1	1	\$1,600.00	
	34	M	6P-7P	BENGALS PRE	:30	\$1,600.00	09/10-09/10	1	1	1	\$1,600.00	

---REPORT TOTALS---

Report Totals: 37 / \$43,350.00

---SALES MONTHLY TOTALS---

Sep 12: 37 / \$43,350.00  
Sales Totals: 37 / \$43,350.00  
Station Totals: 37 / \$43,350.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,914	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	27%
		WKRC	33%	WLWT	24%	WSTR	2%	WXIX	9%		

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Books null  
Demos RA35+

**Connell II, Jim**

**From:** jgaunt@local12.com  
**Sent:** Tuesday, September 11, 2012 11:24 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Democratic Senate Campaign Committee - 53519

This email notification contains (2) different actions.

Station: WKRC-TV

Order Information:  
Order #: 53519  
Order Total: \$43,350.00  
Agency: Great American Media  
Advertiser: Democratic Senate Campaign Committee  
Product: DSCC IE  
Alternate Order #: 09808841  
Estimate #: 1703  
Flight Dates: 09/04/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53519-17-1):

Rate: \$1,800.00  
Air Date: Mon 09/10/12  
Eligible Days: M-WThF----  
Inventory Code: 5p Local 12 News at Five  
Inventory Description: 5p Local 12 News at Five  
Inventory Code Time: 5:00 PM-5:30 PM  
Spot Type: NM  
Restricted: Earliest start: 5:00:00 PM, Latest end: 5:30:00 PM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Non Preemptible Spot  
Preempt Reason: Program Change  
Event 2 (Spot - Preempt)

*STP Wed. Fri  
Mo 9/10 MUE*

Preempted Spot Information (53519-18-1):

Rate: \$1,900.00  
Air Date: Mon 09/10/12  
Eligible Days: M-WThF----  
Inventory Code: 5p Local 12 News at Five  
Inventory Description: 5p Local 12 News at Five  
Inventory Code Time: 5:30 PM-6:00 PM  
Spot Type: NM  
Restricted: Earliest start: 5:30:00 PM, Latest end: 6:00:00 PM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Non Preemptible Spot  
Preempt Reason: Program Change

*STP W-Fri  
Mo 9/10 MUE*